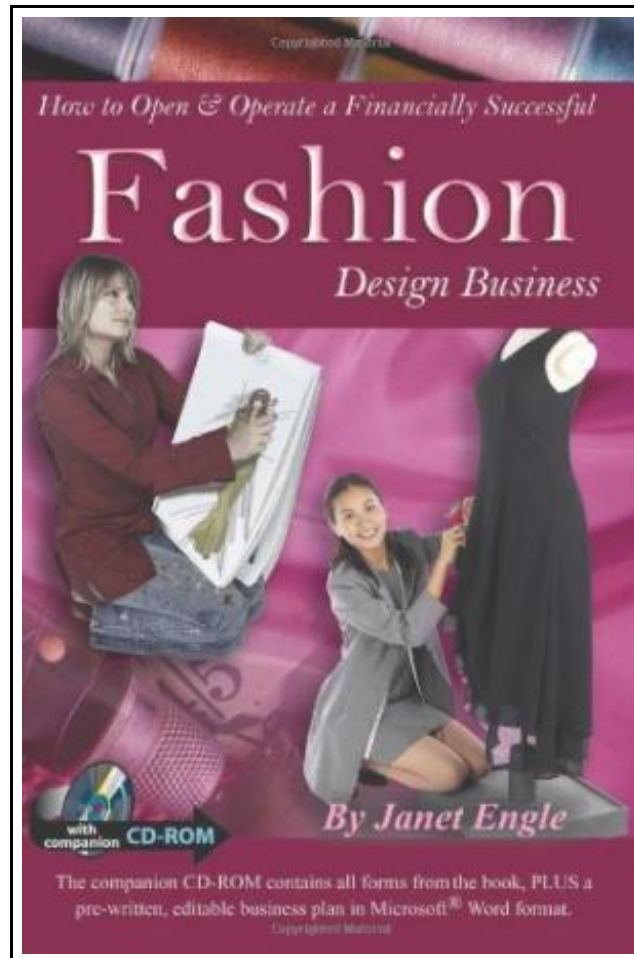


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Atlantic Publishing Co. Paperback. Book Condition: new. BRAND NEW, How to Open and Operate a Financially Successful Fashion Design Business, Janet Engle, Book & CD-ROM. Many designers go into other areas of the fashion industry, including: fashion buyer, fashion co-ordinator, retail store manager, and many more. You do not need to live in New York City, and you can start out small or even part time. Ralph Lauren's Polo empire was established on a small men's tie collection that he sold to Bloomingdales. Demand for fashion designers should remain strong, as consumers hungry for new fashions and apparel styles will spur the creation of new clothing and accessory lines. This book is a comprehensive and detailed study of the business side of the fashion, fashion design, and consulting business. You will learn everything from the initial design and creation to manufacturing and marketing. If you are investigating opportunities in this type of business, you should begin by reading this book, hopefully picturing yourself producing the perfect dress worn by one of Hollywood's elite. If you enjoy working with people and keeping up on the latest trends, this may be the perfect business for you. Keep in mind this business looks easy but, as with any business, looks can be deceiving. This complete manual will arm you with everything you need, including sample business forms; contracts; worksheets and checklists for planning, opening, and running day-to-day operations; lists; plans and layouts; and dozens of other valuable, timesaving tools of the trade that no designer should be without. While providing detailed instruction and examples, the author leads you through every detail that will bring success. You will learn how to draw up a winning business plan (the companion CD-ROM has the actual business plan you can use in Microsoft Word) and...



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